



Chairman Kevin J. Martin
Federal Communications Commission
445 12th St. SW
Washington, D.C. 20554

Chairman Martin:

For almost three years La Nueva 92.5FM (WYUU) has generously donated air time to Society for the Prevention of Cruelty to Animals (SPCA) Tampa Bay. Every week their popular Spanish morning show invites an SPCA representative and adoptable pets in studio in the hopes of finding pets forever homes. The SPCA's segment usually lasts two to three minutes. With this time, we are able to reach Spanish speaking and bilingual listeners all over the bay area concerning pet-related issues such as animal cruelty, spaying and neutering, pet behavior, upcoming events etc. WYUU has been a media sponsor for spay/neuter initiatives and is a regular sponsor for our largest fundraiser, Pet Walk in October.

As a 501C-3, non-profit animal shelter, the SPCA does not have an advertising budget. Without the support of donated radio and television we would not be able to reach adopters and supporters of the more than 15,000 homeless animals the SPCA cares for each year. WYUU and CBS Radio are true supporters of non-profit organizations like ours.

Please do not hesitate to call me if you have any questions.

Sincerely,

Marissa Segundo
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